

DIGITAL MEDIA PRODUCTION BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Program Overview

Digital Media Production majors develop the skills to use a multimedia palette of video, audio, still photography and text across a variety of platforms, including broadcast video and audio, web, tablets and smart phones. They work as skilled digital media producers for television, radio, websites, sports networks, commercials, documentary, films or corporate communication.

Accredited by the Accrediting Council on Education in Journalism and Mass Communication, Drake is among 115 accredited programs worldwide. To earn accreditation, schools meet 9 standards, which address such issues as class size, diversity, student services and curriculum. Accreditation reviews occur every 6 years. Drake's program has been continuously accredited, most recently in 2016.

Degree Requirements

- Meet all requirements of the Drake Curriculum
- Maintain a 2.0 grade point average during the first 30 credit hours
- Maintain a 2.25 grade point average at Drake after the 30th credit hour
- Maintain a 2.25 grade point average in SJMC course work after the 30th credit hour

Students should work with their advisers to ensure selection of courses best-suited to their educational and career objectives. Please see Graduation Requirements and Regulations sections of the catalog for additional information.

Digital Media Production Major Requirements

Required courses for the Digital Media Production major are as follows:

Code	Title	Hours
School of Journalism and Mass Communication Core Courses		
JMC 030	MASS MEDIA IN A GLOBAL SOCIETY	3
JMC 031	MULTIMEDIA LAB	1
JMC 040	PRE-PROFESSIONAL WORKSHOP	1
JMC 041	FINANCE FUNDAMENTALS FOR COMMUNICATION PROFESSIONALS	1
JMC 054	REPORTING AND WRITING PRINCIPLES	3
JMC 055	DIGITAL MEDIA STRATEGIES	3
JMC 104	COMMUNICATION LAW AND ETHICS	3
Area of Concentration		
All SJMC majors must complete a 21-credit block of courses not offered within the SJMC. ¹		21
Digital Media Production Major Courses		
JMC 057	VIDEO PRODUCTION	3
JMC 059	VISUAL COMMUNICATION METHODS	3

JMC 067	DIGITAL AUDIO WRITING AND PRODUCTION	3
JMC 075	DIGITAL PHOTOGRAPHY	3
JMC 100	ELECTRONIC FIELD PRODUCTION	3
JMC 105	WEB CONTENT AND DEVELOPMENT	3
JMC 108	MEDIA CRITICISM	3
Select one of the following:		3
JMC 114	ADVANCED VIDEO PRODUCTION	
JMC 116	DOCUMENTARY PRODUCTION	
JMC 124	ADVERTISING COPY AND CONTENT	3
JMC 150	EDITING AND MOTION GRAPHICS	3
JMC 194	DIGITAL MEDIA PRODUCTION CAPSTONE	3
JMC Total Credit Hours		44
Total Hours		120

In addition to programmatic requirements, students are responsible for satisfying all requirements of the Drake Curriculum (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/drake-curriculum/>), including Areas of Inquiry (AOI)

Student must also satisfy university graduation requirements (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/graduation-requirements/>) for all undergraduate students..